

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Media with Business Management BA (Hons) Media with Business Management with International Year (see Annex for details) BA (Hons) Media with Business Management with Work Placement Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for 2025/26 is £9,535*</p> <p>International students:</p> <p>Fee for 2025/26 is £17,700**</p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p> <p>The fee for the work placement year is calculated at 20% of the standard year fee</p>

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

** These fees are for new students. We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

2. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

BA Media with Business Management at Keele will equip you with all the tools you will need to **critically understand, analyse and research the media**, enable you to harness the potential of media for **creative communication and storytelling**, and enable you to understand the modern business landscape, including international economics, politics, and societal issues.

You will learn to use a range of visual media, film, audio, and digital formats to craft compelling and engaging narratives and messages, communicate important ideas, and develop and express your creative voice. The programme also emphasizes the development of essential skills in data analysis and the use of digital tools for informed decision-making. A distinctive focus is placed on the purpose of business, sustainability, and ethical practices, preparing you to lead and innovate responsibly in today's dynamic business environment.

The Media with Business Management degree at Keele blends together the theory and practice elements of media and business, enabling you to investigate and recognise the crucial role the media industries and wider commercial sector plays in our ever-changing world all while building your creative skills and professional portfolio.

The degree equips you with desirable graduate skills across three inter-connected areas: **critical, creative, and professional**.

- **Critically** you will examine how meaning is communicated, from social media to film, television, the news, and popular music; research how things really work behind the scenes in media industries and business; investigate how audiences respond to the media; how media shapes our lives and identities; and how business operate, financially and socially. You will refine your analytical and problem-solving skills by looking at how organisations in business and the media operate.
- **Creatively** you will develop your understanding of yourself as a reflective, critical, and responsible media practitioner and producer, learning to create original and engaging media in a wide range of formats that expresses and communicates the ideas and stories that matter to you. Sustainability, inclusivity, and internationalism are at the heart of Media with Business Management at Keele.
- **Professionally** you will develop a wide range of workplace ready skills and experience that are highly desirable in the creative and cultural industries, in the business sector, and beyond; you will graduate with a portfolio of media outputs created using industry standard equipment and software. Our campus doubles as a business innovation park, fostering strong ties with a variety of companies. Throughout your studies, you will engage with these companies, gaining invaluable hands-on experience and insights from professionals.

Keele's programme explores the relationship between the critical, creative, and professional spheres of Media with Business Management and shows how knowledge and skills in each of these fields informs and influences the others.

4. Aims of the programme

The broad aims of the programme are to enable you to:

- develop a solid understanding of a wide range of media and business management subjects, including key areas such as marketing, finance, human resources, and organisational behaviour, while fostering an awareness of how media and commercial organisations can operate responsibly and sustainably to create positive societal impact.
- acquire the critical, theoretical, and methodological tools to help you confidently analyse and evaluate the social, cultural, and political dimensions of key media texts, industries, and audiences.
- actively engage with real-world organisations, offering practical experiences and insights that support career development and encourage you to contribute to businesses and to media work with a purpose, driving sustainable and ethical practices in professional settings.
- enhance your personal and professional skills, including critical thinking, problem-solving, communication, and teamwork, while also developing the intellectual capabilities necessary for leadership and strategic decision-making that prioritise sustainable growth and social responsibility.
- equip you with the skills to work effectively with data, digital tools, and technology, fostering an ability to use contemporary methods to inform business decisions and media production that are not only innovative and effective but also aligned with principles of sustainability and long-term value creation.
- graduate with a strong sense of the media and business employment landscape and your potential place in it, with strong transferable skills, a portfolio of high-quality professional work, and relevant professional credentials, competencies, and experiences.

- become informed and active graduate citizens with a lifelong interest in studying and/or practising in the humanities and social sciences, imbued with a sense of civic purpose and resilience.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to demonstrate knowledge and understanding of:

- Contemporary academic concepts, theories, approaches, and practices relating to the purpose of business and media organisations include governance, competitive strategies, organisational structures, structures, mission, values, and culture, alongside functional areas such as strategy, marketing, finance, managing people and teams, and business operations.
- How media and commercial industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, environmental, and economic structures and processes.
- Research approaches and methodologies practised in media and business studies.
- The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.
- The social, cultural, and political ethics of media and business, including a strong awareness of critical reflection and responsibility for digital media practitioners and business leaders.
- How working with data and digital technologies informs decision making.
- The process of ongoing professional development, including the ability to identify personal and professional strengths, growth opportunities, engage in continuous learning, and apply new skills and knowledge in practical contexts to enhance their career progression.
- Diverse leadership styles and management practices, including strategies for promoting supportive work environments, addressing diversity, wellbeing, mental health, and remote workforce management, while effectively managing workplace dynamics through conflict resolution and navigating legal and ethical considerations to foster an inclusive organisational culture.

Subject specific skills

Successful students will be able to:

- Apply critical and analytical thinking to solve complex media and business problems, make informed decisions, and apply suitable methods of analysis and appropriate techniques of scholarship with an understanding of political, economic, technological, and societal trends in business and media.
- Communicate ideas, data, and insights effectively by tailoring messages to context, media, and audience to engage stakeholders and audiences, including with professional-quality media products in a range of formats.
- Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.
- Promote strategic and behavioural change in business and through media analysis and practice, by advocating for leadership practices and sustainable initiatives that align with ethical principles and the Sustainable Development Goals (SDGs).
- Develop and manage applied projects by planning, executing, managing resources, and adapting to feedback to achieve objectives in complex and dynamic environments.
- Demonstrate self-awareness of intellectual, professional, and personal resources to build a foundation for career management and continuous professional growth.
- Use ethical principles, sustainability considerations, and social responsibility to inform decision-making and develop strategies that align business practices and media production with societal and environmental goals.
- Demonstrate an entrepreneurial and creative mindset by identifying opportunities, refining business plans, and collaborating effectively to create shared value in diverse business contexts and in engaging media products.
- Compile and present academic and project achievements in a professional portfolio, articulating strengths and career preferences.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Develop strong independent learning skills including time management, the ability to determine the direction of their own learning, and reflection on their own personal effectiveness and strengths, engaging in proactive behaviours.
- Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.
- Work effectively with industry partners, including working to briefs and parameters set out by organisations.
- Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.
- Demonstrate problem solving skills, using evidence, research, and critical thinking to troubleshoot issues in the management of a creative and/or research project.
- Develop and present a graduate portfolio of professional quality media content.
- Work effectively with diverse forms of information, data, and digital technology, both analytically and creatively.

Keele Graduate Attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical responsibility**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

6. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- **Interactive lectures** where the lecturer provides students with a framework for reading and independent study. Most lecturers employ presentation software such as Microsoft PowerPoint, while sometimes also making use of video and audio presentations. Most lectures will have an interactive element including small group tasks or discussions or use of interactive technologies.
- **Seminars and tutorials** in groups of approximately 20 students where key issues can be discussed in more depth. Students are expected to play a full part and also to lead these discussions. Some tutorials and seminars consist largely of student presentations and many are based on the application of theories to analyse media technologies, platforms, practices, and content.
- **Practical workshops** where students learn about and use practical resources to produce their own creative content. This includes areas such as video, audio, text, images, and photography.
- **Independent study** based on directed reading from cultural texts, text books, research monographs, academic journals, and the media.
- **Web-based learning** using the Keele Learning Environment (KLE). The KLE is accessible to all students on and off campus and provides easy access to a wide range of resources and research tools. (The KLE is an online learning environment that provides a range of tools to support students' learning, including access to documents and other resources, quizzes, discussion boards, assignments and announcements).
- Through **Peer Assisted Learning** students are actively supported to learn from each other, reinforcing their knowledge through teaching and collaboration. This peer interaction can solidify learning and foster communication skills.
- **Practical, Computer-based Lab Classes** provide hands-on experience with tools necessary for descriptive and soft data analysis. This practical application of theoretical knowledge helps bridge the gap between theory and practice.
- **Simulation of Business-Related Contexts** allow students to practice decision-making within simulated environments. This safe context helps them apply learning in a controlled but realistic setting.
- In the final year, students will learn through an **Independent Study Project** which involves the opportunity to undertake a piece of independent research and/or creative practice supervised and supported by a member of staff.
- **Interaction with external organisations:** Through guest lectures (including media industry professionals and entrepreneurs) and company visits from a range of businesses, students engage directly with real-world applications of their studies. Working on live issues with organisations, including working to industry briefs and pitching to industry experts, offers invaluable practical insights.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Personal Tutors or module

lecturers on a one-to-one basis.

7. Teaching Staff

The core teaching staff on the Media with Business Management Programme comprises a range of academics including professors, senior lecturers and lecturers. All staff have a broad knowledge base in media and business and are experts in their chosen areas of specialisation. Most current members of staff have doctorates (PhDs or the equivalent) in their respective fields, and/or experience in the media industries, and/or business qualifications. Most of the current teaching staff are active in research with work published in books, research monographs and leading international journals. Research and scholarship inform the teaching in the programme and we encourage students to participate in our research environment. This means that we are teaching cutting edge knowledge, with staff often actively researching or practising in that area. Additionally, some of our staff actively research teaching and learning within higher education, so how we teach is also at the forefront of higher education practice.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules;

Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit:

<https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/>

Modern Languages or Certificate in TESOL

Alternatively, you could choose to study modules with the University Language Centre. The Language Centre offers three pathways; The Language Specialist, The Language Taster, and The Trinity Certificate in Teaching English to Speakers of Other Language (TESOL). Language Centre modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice. Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Language Centre option modules available to you please visit the following webpages.

For new (Level 4) students please visit: <https://www.keele.ac.uk/study/languagecentre/>

For current (Level 5 and Level 6) students please visit: <https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/>

For further information on the content of modules currently offered, please visit:

A summary of the credit requirements per year is as follows.

Year	Compulsory	Optional	
		Min	Max
Level 4	75	45	45
Level 5	60	60	60
Level 6	30	90	90

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Exploring Business Foundations: Principles and Practices	MAN-10077	30	Semester 1
Media Industries	MDS-10049	30	Semester 2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2

Optional modules	Module Code	Credits	Period
History in Media and Film: The Presentation of the Past in Contemporary Culture	HIS-10050	15	Semester 1
Visual Representation	MDS-10047	30	Semester 1
Filmmaking Fundamentals	MDS-10045	30	Semester 1-2

Level 5

Compulsory modules	Module Code	Credits	Period
Management Essentials: People, Processes, and Performance	MAN-20203	30	Semester 1
Storytelling for Change	MDS-20068	30	Semester 1

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 5)	LIB-20012	15	Semester 0
Professional Experience with Media (Year 2)	MDS-20072	15	Semester 1-2
Pathways with Media: Developing Your Profile	MDS-20074	15	Semester 1-2
Promotional Cultures	MDS-20054	15	Semester 2
Researching Audiences and Users	MDS-20062	30	Semester 2

Level 5 Module Rules

Students must take one, and only one, of the two professional development modules: 'Professional Experience for Media (Year 2)' or 'Pathways with Media: Developing Your Profile'.

Level 6

Compulsory modules	Module Code	Credits	Period
Strategic Business Insights: Innovating and Competing	MAN-30171	30	Semester 1

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 6)	LIB-30006	15	Semester 0
Podcast and Radio Production	MDS-30067	15	Semester 1
Media and Climate Change	MDS-30073	30	Semester 1
Extended Media Project	MDS-30049	30	Semester 1-2
Media Dissertation	MDS-30059	30	Semester 1-2
Creative Magazine Production	MDS-30051	15	Semester 2
Memes, trends, and vibes: participatory social media cultures	MDS-30053	15	Semester 2
Social Media Work	MDS-30065	15	Semester 2
Professional Experience with English (Year 3)	MDS-30069	15	Semester 2
Employing Media: Putting Your Subject into Practice	MDS-30071	15	Semester 2

Level 6 Module Rules

Students must choose at least one of the following project modules: 'Extended Media Project' and 'Media Dissertation'. They must take two.

They must also choose one, and only one, of the two professional development modules: 'Professional Experience for Media (Year 3)', and 'Employing Media: Putting Your Subject into Practice'.

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 4

In Year 1 (Level 4) and Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Contemporary academic concepts, theories, approaches, and practices relating to the purpose of business and media organisations include governance, competitive strategies, organisational structures, structures, mission, values, and culture, alongside functional areas such as strategy, marketing, finance, managing people and teams, and business operations.	Exploring Business Foundations: Principles and Practices Media Industries History in Media and Film: The Presentation of the Past in Contemporary Culture2
How media and commercial industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, environmental, and economic structures and processes.	Exploring Business Foundations: Principles and Practices Filmmaking Fundamentals
Research approaches and methodologies practised in media and business studies.	Exploring Business Foundations: Principles and Practices Media Industries
The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.	Filmmaking Fundamentals
The social, cultural, and political ethics of media and business, including a strong awareness of critical reflection and responsibility for digital media practitioners and business leaders.	Exploring Business Foundations: Principles and Practices Media Industries
How working with data and digital technologies informs decision making.	Filmmaking Fundamentals Exploring Business Foundations: Principles and Practices Visual Representation
The process of ongoing professional development, including the ability to identify personal and professional strengths, growth opportunities, engage in continuous learning, and apply new skills and knowledge in practical contexts to enhance their career progression.	Becoming a Cultural Citizen
Diverse leadership styles and management practices, including strategies for promoting supportive work environments, addressing diversity, wellbeing, mental health, and remote workforce management, while effectively managing workplace dynamics through conflict resolution and navigating legal and ethical considerations to foster an inclusive organisational culture.	Becoming a Cultural Citizen

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply critical and analytical thinking to solve complex media and business problems, make informed decisions, and apply suitable methods of analysis and appropriate techniques of scholarship with an understanding of political, economic, technological, and societal trends in business and media.	Filmmaking Fundamentals Exploring Business Foundations: Principles and Practices Media Industries
Communicate ideas, data, and insights effectively by tailoring messages to context, media, and audience to engage stakeholders and audiences, including with professional-quality media products in a range of formats.	Filmmaking Fundamentals Visual Representation History in Media and Film: The Presentation of the Past in Contemporary Culture
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.	Filmmaking Fundamentals Exploring Business Foundations: Principles and Practices
Promote strategic and behavioural change in business and through media analysis and practice, by advocating for leadership practices and sustainable initiatives that align with ethical principles and the Sustainable Development Goals (SDGs).	Exploring Business Foundations: Principles and Practices
Develop and manage applied projects by planning, executing, managing resources, and adapting to feedback to achieve objectives in complex and dynamic environments.	Filmmaking Fundamentals
Demonstrate self-awareness of intellectual, professional, and personal resources to build a foundation for career management and continuous professional growth.	Becoming a Cultural Citizen
Use ethical principles, sustainability considerations, and social responsibility to inform decision-making and develop strategies that align business practices and media production with societal and environmental goals.	Exploring Business Foundations: Principles and Practices Filmmaking Fundamentals
Demonstrate an entrepreneurial and creative mindset by identifying opportunities, refining business plans, and collaborating effectively to create shared value in diverse business contexts and in engaging media products.	Exploring Business Foundations: Principles and Practices
Compile and present academic and project achievements in a professional portfolio, articulating strengths and career preferences.	Filmmaking Fundamentals Visual Representation

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management, the ability to determine the direction of their own learning, and reflection on their own personal effectiveness and strengths, engaging in proactive behaviours.	Exploring Business Foundations: Principles and Practices Filmmaking Fundamentals Media Industries History in Media and Film: The Presentation of the Past in Contemporary Culture
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.	Filmmaking Fundamentals Becoming a Cultural Citizen
Work effectively with industry partners, including working to briefs and parameters set out by organisations.	Becoming a Cultural Citizen
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.	Filmmaking Fundamentals Becoming a Cultural Citizen
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.	Exploring Business Foundations: Principles and Practices Becoming a Cultural Citizen
Develop and present a graduate portfolio of professional quality media content.	Filmmaking Fundamentals Visual Representation
Work effectively with diverse forms of information, data, and digital technology, both analytically and creatively.	Exploring Business Foundations: Principles and Practices

Level 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Contemporary academic concepts, theories, approaches, and practices relating to the purpose of business and media organisations include governance, competitive strategies, organisational structures, structures, mission, values, and culture, alongside functional areas such as strategy, marketing, finance, managing people and teams, and business operations.	Management Essentials: People, Processes, and Performance Storytelling for Change Promotional Cultures
How media and commercial industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, environmental, and economic structures and processes.	Storytelling for Change Promotional Cultures
Research approaches and methodologies practised in media and business studies.	Management Essentials: People, Processes, and Performance Storytelling for Change Researching Audiences and Users
The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.	Storytelling for Change
The social, cultural, and political ethics of media and business, including a strong awareness of critical reflection and responsibility for digital media practitioners and business leaders.	Management Essentials: People, Processes, and Performance Storytelling for Change
How working with data and digital technologies informs decision making.	Management Essentials: People, Processes, and Performance
The process of ongoing professional development, including the ability to identify personal and professional strengths, growth opportunities, engage in continuous learning, and apply new skills and knowledge in practical contexts to enhance their career progression.	Professional Experience for Media (Year 2) Pathways with Media: Developing Your Profile
Diverse leadership styles and management practices, including strategies for promoting supportive work environments, addressing diversity, wellbeing, mental health, and remote workforce management, while effectively managing workplace dynamics through conflict resolution and navigating legal and ethical considerations to foster an inclusive organisational culture.	Management Essentials: People, Processes, and Performance

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply critical and analytical thinking to solve complex media and business problems, make informed decisions, and apply suitable methods of analysis and appropriate techniques of scholarship with an understanding of political, economic, technological, and societal trends in business and media.	Management Essentials: People, Processes, and Performance Researching Audiences and Users All optional modules
Communicate ideas, data, and insights effectively by tailoring messages to context, media, and audience to engage stakeholders and audiences, including with professional-quality media products in a range of formats.	Management Essentials: People, Processes, and Performance Storytelling for Change
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.	Management Essentials: People, Processes, and Performance Storytelling for Change Promotional Cultures Researching Audiences and Users
Promote strategic and behavioural change in business and through media analysis and practice, by advocating for leadership practices and sustainable initiatives that align with ethical principles and the Sustainable Development Goals (SDGs).	Storytelling for Change Management Essentials: People, Processes, and Performance
Develop and manage applied projects by planning, executing, managing resources, and adapting to feedback to achieve objectives in complex and dynamic environments.	Storytelling for Change
Demonstrate self-awareness of intellectual, professional, and personal resources to build a foundation for career management and continuous professional growth.	Professional Experience for Media (Year 2) Pathways with Media: Developing Your Profile
Use ethical principles, sustainability considerations, and social responsibility to inform decision-making and develop strategies that align business practices and media production with societal and environmental goals.	Storytelling for Change Promotional Cultures Management Essentials: People, Processes, and Performance
Demonstrate an entrepreneurial and creative mindset by identifying opportunities, refining business plans, and collaborating effectively to create shared value in diverse business contexts and in engaging media products.	Professional Experience for Media (Year 2) Pathways with Media: Developing Your Profile
Compile and present academic and project achievements in a professional portfolio, articulating strengths and career preferences.	Storytelling for Change

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management, the ability to determine the direction of their own learning, and reflection on their own personal effectiveness and strengths, engaging in proactive behaviours.	Management Essentials: People, Processes, and Performance Researching Audiences and Users
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.	Storytelling for Change
Work effectively with industry partners, including working to briefs and parameters set out by organisations.	Professional Experience for Media (Year 2) Pathways with Media: Developing Your Profile
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.	Storytelling for Change
Demonstrate problem solving skills, using evidence, research, and critical thinking to troubleshoot issues in the management of a creative and/or research project.	Management Essentials: People, Processes, and Performance Storytelling for Change
Develop and present a graduate portfolio of professional quality media content.	Storytelling for Change
Work effectively with diverse forms of information, data, and digital technology, both analytically and creatively.	Management Essentials: People, Processes, and Performance

Level 6

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Contemporary academic concepts, theories, approaches, and practices relating to the purpose of business and media organisations include governance, competitive strategies, organisational structures, structures, mission, values, and culture, alongside functional areas such as strategy, marketing, finance, managing people and teams, and business operations.	Extended Media Project Media Dissertation Social Media Work Strategic Business Insights: Innovating and Competing
How media and commercial industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, environmental, and economic structures and processes.	Extended Media Project Media Dissertation Creative magazine production
Research approaches and methodologies practised in media and business studies.	Extended Media Project Media Dissertation
The creative process and practice of media production including organisation, research, team working, communication, storytelling, and engaging audiences.	Extended Media Project Media Dissertation Podcast and Radio Production Creative magazine production
The social, cultural, and political ethics of media and business, including a strong awareness of critical reflection and responsibility for digital media practitioners and business leaders.	Podcast and Radio Production Memes, trends, and vibes: participatory social media cultures
How working with data and digital technologies informs decision making.	Podcast and Radio Production Creative magazine production
The process of ongoing professional development, including the ability to identify personal and professional strengths, growth opportunities, engage in continuous learning, and apply new skills and knowledge in practical contexts to enhance their career progression.	Strategic Business Insights: Innovating and Competing Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Diverse leadership styles and management practices, including strategies for promoting supportive work environments, addressing diversity, wellbeing, mental health, and remote workforce management, while effectively managing workplace dynamics through conflict resolution and navigating legal and ethical considerations to foster an inclusive organisational culture.	Strategic Business Insights: Innovating and Competing

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply critical and analytical thinking to solve complex media and business problems, make informed decisions, and apply suitable methods of analysis and appropriate techniques of scholarship with an understanding of political, economic, technological, and societal trends in business and media.	Extended Media Project Media Dissertation Social Media Work Strategic Business Insights: Innovating and Competing
Communicate ideas, data, and insights effectively by tailoring messages to context, media, and audience to engage stakeholders and audiences, including with professional-quality media products in a range of formats.	Extended Media Project Media Dissertation Creative magazine production Memes, trends, and vibes: participatory social media cultures
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.	Extended Media Project Media Dissertation Creative magazine production
Promote strategic and behavioural change in business and through media analysis and practice, by advocating for leadership practices and sustainable initiatives that align with ethical principles and the Sustainable Development Goals (SDGs).	Strategic Business Insights: Innovating and Competing Social Media Work
Develop and manage applied projects by planning, executing, managing resources, and adapting to feedback to achieve objectives in complex and dynamic environments.	Extended Media Project Media Dissertation Creative magazine production
Demonstrate self-awareness of intellectual, professional, and personal resources to build a foundation for career management and continuous professional growth.	Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Use ethical principles, sustainability considerations, and social responsibility to inform decision-making and develop strategies that align business practices and media production with societal and environmental goals.	Strategic Business Insights: Innovating and Competing Social Media Work
Demonstrate an entrepreneurial and creative mindset by identifying opportunities, refining business plans, and collaborating effectively to create shared value in diverse business contexts and in engaging media products.	Strategic Business Insights: Innovating and Competing Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Compile and present academic and project achievements in a professional portfolio, articulating strengths and career preferences.	Extended Media Project Media Dissertation Creative magazine production Podcast and Radio Production

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management, the ability to determine the direction of their own learning, and reflection on their own personal effectiveness and strengths, engaging in proactive behaviours.	Extended Media Project Media Dissertation
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.	Strategic Business Insights: Innovating and Competing Podcast and Radio Production Creative magazine production
Work effectively with industry partners, including working to briefs and parameters set out by organisations.	Podcast and Radio Production Individual Placement Module
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.	Extended Media Project Media Dissertation Podcast and Radio Production Creative magazine production Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.	Extended Media Project Media Dissertation Memes, trends, and vibes: Participatory social media cultures Social Media Work
Develop and present a graduate portfolio of professional quality media content.	Extended Media Project Media Dissertation Podcast and Radio Production Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Work effectively with diverse forms of information, data, and digital technology, both analytically and creatively.	Extended Media Project Media Dissertation Creative magazine production

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

BA (Hons) Media with Business Management	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study, to graduate with a named single honours degree in this subject.
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

International Year option: in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

Work Placement Year option: in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- Academic and creative portfolios
- Reflective workbooks and critiques
- Posters, mood boards, and visual presentations
- Creative content including media images, text, video, audio, web, and interactive content
- Group presentations and pitches
- Critical essays, case studies, and research papers
- Independent creative/research projects and/or a dissertation
- Examinations and class tests
- Externally developed assessments negotiated with partner organisations

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	16.7%	83.3%	0%
Year 2 (Level 5)	16.5%	77.3%	6.3%
Year 3 (Level 6)	14.8%	78.9%	6.3%

12. Accreditation

This programme does not have accreditation from an external body.

13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the

student experience. Further information about the University Regulations can be found at:
<http://www.keele.ac.uk/student-agreement/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

14. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:
<https://www.keele.ac.uk/study/>

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration. Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:
<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

15. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module and tutorial group leaders provide support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual formative and summative feedback on in-course assessments.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress and personal development.
- Academic Mentors also act as a first point of contact for students on non-academic issues which may affect their learning and can refer students on to a range of specialist health, welfare, and financial services co-ordinated by the University's Student Services.
- Student Voice Representatives - provide a focus for issues at module and year level to be raised.
- Additional help with study skills and development can be sought from Keele's Student Services.
- All members of teaching staff on the Media with Business Management Programme are available to see students during advertised weekly office hours and at other times by appointment.

- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

16. Learning Resources

Media with Business Management is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups.

In addition, Media has a range of subject-specific equipment and facilities including Apple Macintosh labs with industry standard software from the Adobe Creative Suite; a range of professional digital video, photographic and sound equipment a professional photographic studio and a professional print finishing room with a range of equipment; and an exhibition space and workshop. The department regularly reviews and updates hardware and software to ensure it is consistent with industry standards.

The learning resources available to students on the Programme include:

- The extensive collection of materials relevant to undergraduate study of Media, Business Management, and related disciplines held in the University Library. These materials include books, journals and video. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text-based - accessible from external providers via the internet.

17. Other Learning Opportunities

Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the International Year.

Work Placement Year

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. Eligibility rules are included in the

Annex.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

A summary of the Work Placement Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Work Placement Year.

18. Additional Costs

Students who choose to undertake a work placement may incur additional travel costs.

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

19. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statements: Business and Management (2023)

https://www.qaa.ac.uk/docs/qaa/sbs/sbs-business-and-management-23.pdf?sfvrsn=8370a881_10 /

Communication, Media, Film and Cultural Studies (2024) https://www.qaa.ac.uk/docs/qaa/sbs/sbs-communication-media-film-and-cultural-studies-24.pdf?sfvrsn=c401b481_4

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Annex - International Year

BA (Hons) Media with Business Management with International Year

International Year Programme

Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.

International Year Programme Aims

In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:

1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject
2. Experience of a different culture, academically, professionally and socially

Entry Requirements for the International Year

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director)

Students may not register for both an International Year and a Placement Year.

Student Support

Students will be supported whilst on the International Year via the following methods:

- Phone or Skype conversations with Study Abroad tutor, in line with recommended Academic Mentoring meeting points.
- Support from the University's Global Education Team

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Demonstrate appreciation and critical engagement with media and commercial industries, texts, technologies and audiences across international contexts.

In addition, students who complete the International Year will be able to:

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Regulations

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least* 40% in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

22. Annex - Work Placement Year

BA (Hons) Media with Business Management with Work Placement Year

Work Placement Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

Work Placement Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:

1. The opportunity to carry out a long-term, placement-based learning experience between Years 2 and 3 of their degree programme
2. Enhanced employability
3. A professional CV and portfolio that they can use when applying for employment (see below)

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- (*International students only*) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

Student Support

Students will be supported whilst on the Work Placement Year via the following methods:

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around 5 weeks after the placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.
- Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

1. Understand the variety of ways in which skills developed during the study of Humanities and Business subjects can be deployed in non-academic contexts
2. Assess their own strengths and weaknesses in an employment context through a SWOT analysis, design learning outcomes, and reflect on their own progress throughout the module
3. Articulate their placement experiences effectively and reflect on their enhanced skill set in front of an audience, using visual aids
4. Understand the aims and priorities, as well as the strengths and possible limitations, of an external organisation and design and complete activities/projects/materials that recognise and support these
5. Reflect on and critically evaluate their learning from the work placement, showing evidence that they have researched their sector and evaluated the effectiveness of their activities with this in mind

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (ENG-30090) which involves:

1. Supporting students in locating and securing a relevant work placement in any workplace where the research, analytical, and communication skills as a developed part of a Humanities degree can be used
2. Students completing a SWOT analysis (strengths, weaknesses, opportunities and threats) at the beginning of the placement, reflecting on their employability skills in terms of their assessment of sector skill demands. This will be used to create Intended Placement Outcomes and contribute to Continuing Professional Development. The action plan will be negotiated and agreed by the student, module convenor and employer.
3. Students creating a professional CV and portfolio that can be used when seeking employment after graduation
4. Students completing a 15-20 minute presentation in June/July, critically reflecting on the activities/projects they have completed so far, and the skills they have learned/developed. The audience will primarily be other students on this module, to ensure shared experiences and to create connections in preparation for returning to Keele for third year (Level 6)
5. Students developing a heightened awareness of the various ways in which their knowledge and skills can be utilised in real-world situations.

Regulations

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated ENG-30090 Work Placement Year.
- In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).
- Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

A small stipend may be available to students from the placement provider during the placement but this will need to be explored on a placement-by-placement basis as some organisations, such as charities, may not have any extra money available. Students should budget with the assumption that their placement will be unpaid.

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

Version History

This document

Date Approved: 31 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
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